

REALNETWORKS SPECIFICATIONS

SITE ABBREVIATIONS	VIDEO MAILING ADDRESS	FLASH ACTION SCRIPT	LEAD TIME FOR ADS	AD SERVING SYSTEM	RICH MEDIA VENDORS APPROVED		
Film.com = Film Rhapsody.com = Rhap Gamehouse = Games	Attn: Adsubmit 2601 Elliott Ave Seattle, WA 98121	on (release) { getURL(clickTAG, "_blank");}	3 bus. days up to 5 days for rich media	DoubleClick Dart unless hardcoded ad	MOTIF EYEBLASTER EYEWONDER POINTROLL UNICAST	ATLAS AD4EVER SHOSHKES CHECKM8 PERSONIVA	INTERPOLLS ROVION ULTRAMERCIAL

OVERALL BASIC NETWORK SPECS - These specs do not apply to rich media - see below for rich media guidelines

AD UNIT	DIMENSIONS	ACCEPTABLE FILE TYPES	MAX FILE SIZE	3rd PARTY SERVING ?	LOOPING	Animation Length	TARGETING CAPABILITIES	LOCATED ON SITE	FLASH VERSION ACCEPTED
LEADERBOARD	728x90	Jpg,Gif,Flash,HTML	30K	Y	3 Loops	10 seconds	Geo,time,section,operating sys	Film/Rhap/ Games	All Flash Versions
RECTANGLE	300x250	Jpg,Gif,Flash,HTML	30K	Y	3 Loops	10 seconds	Geo,time,section,operating sys	Film/Rhap/ Games	All Flash Versions
SKYSCRAPER	160x600	Jpg,Gif,Flash,HTML	30K	Y	3 Loops	10 seconds	Geo,time,section,operating sys	Film/Rhap	All Flash Versions
HALF PAGE SKYSCRAPER	300x600	Jpg,Gif,Flash,HTML	30K	Y	3 Loops	10 seconds	Geo,time,section,operating sys	Film/Games	All Flash Versions
INTERACTIVE BROADCAST AD + CONTEXT WINDOW	Video + 300x250	See Video Submission Specs	-	-	-	15 or 30 secs	Geo,time,section,operating sys	Film/Games	-
IN GAME VIDEO AD	Video + 300x250	See Video Submission Specs	-	-	-	15 or 30 secs	Geo,time,section,operating sys	Games	-

NETWORK VIDEO SPECS

FTP Instructions: <https://tobor2.prognet.com/cgi-bin/incoming.cgi>

SITE VIDEO UNIT	PLACEMENT	DIMENSIONS	SUBMISSION	ACCEPTABLE FILE TYPES FOR SUBMISSION	FINAL ENCODED FORMAT	VIDEO DURATION	COMPANION AD/ CONTEXT AD DIMENSIONS	3rd PARTY SERVED	3rd PARTY TRACKING	COMPRESSION
GAMEHOUSE IN GAME INTERLEVEL VIDEO	Video ad plays between levels of games	320x240	Send acceptable file type via beta tape or ftp or email	Beta SP, MOV (codec H.264) .wmv,.avi,flash,gif,jpg	.swf	15 to 30 seconds	300x250 max	Accept VAST tags, or Hosted by Publisher Companion can be 3rd party served	Streaming portion can be tracked w/pixel beg/mid/end	512 kbps or 1024 kbps
GAMEHOUSE PREROLL VIDEO	Video plays before online game content	320x240	Send acceptable file type via beta tape or ftp or email	Beta SP, MOV (codec H.264) .wmv,.avi	.swf	15 to 30 seconds	300x250 max	Accept VAST tags, or Hosted by Publisher Companion can be 3rd party served	Streaming portion can be tracked w/pixel beg/mid/end	512 kbps or 1024 kbps
RHAPSODY PREROLL VIDEO AD	Video ad plays before music videos and other selected content	320x240	Send acceptable file type via beta tape or ftp or email	Beta SP, MOV (codec H.264) .wmv,.avi	.rm	15 to 30 seconds	300x250 max	Hosted by Publisher Companion can be 3rd party served	Streaming portion can be tracked w/pixel beg/mid/end	512 kbps or 1024 kbps
FILM.COM PREROLL VIDEO AD	Video ad plays before trailers and other selected content	320x240	Send acceptable file type via beta tape or ftp or email	Beta SP, MOV (codec H.264) .wmv,.avi	.rm	15 to 30 seconds	300x250 max	Hosted by Publisher Companion can be 3rd party served	Streaming portion can be tracked w/pixel beg/mid/end	512 kbps or 1024 kbps

Notes:

MP3 audio supported in Full Screen Ads, encoded at 128kbps max, 44.1kHz; max audio file size of 30K

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Immersion Full Screen Ad: Supports multiple click-throughs and accelerometer functionality (tilt, shake, etc)

Click-Through Options: Branding / Information Drive, Data collection, Click to Web/WAP (note that iPhone browsers do not support Flash websites)

Click to Call, Click to Youtube / Quicktime, Click to iTunes, Click to Download and Click to Buy

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RICH MEDIA NETWORK SPECS

SITE	DIMENSIONS	EXPANSION CAPABLE	INITIAL FILE SIZE (Standard Max)	TOTAL FILE SIZE (Standard Max)	EXPANSION DIRECTION	EXPANSION HOT SPOT (preferred area of banner)	MAX EXPANSION (includes initial area)	MAX # OF PANELS	TIME LIMIT	AUDIO SPECS	VIDEO SPECS	FRAMES PER SECOND	CLOSE BUTTON (for expansion)	ACCEPT AUTO EXPAND	SERVING METHOD
RHAPSODY	728x90	Yes	40k	150k	Down	33%	728x250	Unlimited	15 secs	no uninitiated, click preferred, mute button	15 secs, stop button	24 max	Standard X	On Approval	Javascript
RHAPSODY	300x250	Yes	40k	150k	Left	33%	500x250	Unlimited	15 secs	no uninitiated, click preferred, mute button	15 secs, stop button	24 max	Standard X	On Approval	Iframe
RHAPSODY	160x600	Yes	40k	150k	Left	33%	350x600	Unlimited	15 secs	no uninitiated, click preferred, mute button	15 secs, stop button	24 max	Standard X	On Approval	Iframe
RHAPSODY	234x60	No	25k	25k	N/A	N/A	N/A	N/A	Static	No Audio	No Video	Static	N/A	N/A	Iframe
RHAPSODY	300x250 Video Context Ad	No	40k	100k	N/A	N/A	N/A	N/A	15 or 30 secs	No Audio	15/30 secs, stop button	24 max	N/A	N/A	Iframe

GAMEHOUSE	728x90	No	40k	150k	N/A	33%	728x250	Unlimited	15 secs	no uninitiated, click preferred, mute button	15 secs, stop button	24 max	N/A	On Approval	Iframe
GAMEHOUSE	300x250	Yes	40k	150k	Left	33%	500x250	Unlimited	15 secs	no uninitiated, click preferred, mute button	15 secs, stop button	24 max	Standard X	On Approval	Iframe
GAMEHOUSE	300x250 Video Context Ad	No	40k	100k	N/A	N/A	N/A	N/A	15 or 30 secs	No Audio	15/30 secs, stop button	24 max	N/A	N/A	Iframe

FILM	728x90	Yes	40k	150k	Down	33%	728x250	Unlimited	10 secs	no uninitiated, click preferred, mute button	15 secs, stop button	24 max	N/A	On Approval	Iframe
FILM	300x250	Yes	40k	150k	Left	33%	500x280	Unlimited	10 secs	no uninitiated, click preferred, mute button	15 secs, stop button	24 max	Standard X	On Approval	Iframe
FILM	160x600	Yes	40k	150k	Left	33%	500x250	Unlimited	10 secs	no uninitiated, click preferred, mute button	15 secs, stop button	24 max	Standard X	On Approval	Iframe
FILM	300x250 Video Context Ad	No	40k	100k	N/A	N/A	N/A	N/A	unlimited	No Audio	15/30 secs, stop button	24 max	Not Required	N/A	Iframe

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FLOATING ADS/FULL SCREEN/PEEL BACKS ETC.

PLACEMENT	MAX DIMENSIONS	INITIAL FILE SIZE	TOTAL FILE SIZE	TIME LIMIT	AUDIO SPECS	VIDEO SPECS	ADDITIONAL COMMENTS
FLOATING AD / SUPERSTITIAL / INTERSTITIAL	550x480	100k	300k	10 Secs (15 secs)	No uninitiated, click preferred	10 Secs (15 secs)	Launch functionality off of iframe
					Mute button	Stop Button	
PEEL BACK	88x31 expand to 550x480 max	100k	300k	15 secs on expansion	Can play audio if click to expand	15 secs max on click expand	Close button for expanded element Launch off of IFRAME
GUTTER UNIT	1600x1200	50k	100k	Static	No Audio	No Video	Unit not clickable
FULL SCREEN		125k	400k	10 secs (15 secs)	No uninitiated audio	10 Secs (15 secs)	Click to proceed to site messaging

SLIDING BILLBOARD & PENCIL

PLACEMENT	MAX DIMENSIONS by SITE	INITIAL FILE SIZE	TOTAL FILE SIZE	TIME LIMIT	AUDIO SPECS	VIDEO SPECS	ADDITIONAL COMMENTS
RHAPSODY SLIDING BILLBOARD	Rhap: 918x300	50k	300K	10 secs	No uninitiated audio	10 Secs (15 secs)	Close button for expanded element
RHAPSODY PENCIL	Rhap: 918x40	50k	50K	N/A	No uninitiated audio	10 Secs (15 secs)	Expand Button
GAMEHOUSE SLIDING BILLBOARD	Games: 991x300	50k	300K	10 secs	No uninitiated audio	10 Secs (15 secs)	Close button for expanded element
GAMEHOUSE PENCIL	Games: 991x40	50k	50K	N/A	No uninitiated audio	10 Secs (15 secs)	Expand Button
FILM SLIDING BILLBOARD	Film: 955x300	50k	300K	10 secs	No uninitiated audio	10 Secs (15 secs)	Close button for expanded element
FILM PENCIL	Film: 955x40	50k	50K	N/A	No uninitiated audio	10 Secs (15 secs)	Expand Button

MOBILE GAMES

PLACEMENT	MAX DIMENSIONS	FILE SIZE	FILE TYPES
Static or Animated Banner	320x48	20K	JPG, PNG, GIF, animated GIF
Expandable Banner	expands to Full Screen Unit	20K, max 50K	initial banner: JPG, PNG, GIF, animated GIF
Smartphone Full Screen ad	300x250 or 320x320	50K	Static: JPG, PNG, GIF Flash: SWF 10 or below. Actionscript 1.0/2.0 only, 12 fps Immersion: SWF 10 or below. AS 1.0/2.0 only, 12 fps

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